Management of Small Business Enterprises

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical/ Practice		
Management of Small Enterprises	4	3	1	0	Pass in Class XII	NIL

Learning Objectives
The purpose of this course is to acquaint the students with the basic knowledge of managing a small enterprise.

Learning Outcomes
After completion of the course, learners will be able to:
1. Discuss managerial issues in small enterprises.
2. Analyse the significance of having appropriate capital structure mix in the organisation.
3. Interpret and construct an influential marketing plan.
4. Analyse and realize the significance of having right mix of employees in the organisation.
5. Demonstrate the process of planning for management succession.

Course Contents:
Unit 1: Managerial Issues concerning Small Enterprises (9 hours)
Entrepreneurial style of management; Sole proprietorship and partnership, limited liability, partnership; Registration process; Government tax pattern (brief overview); Strategic management & entrepreneur-enterprise age and managerial strategies; Building competitive advantage.

Unit 2:
(A): Managing the Capital Structure (9 hours)
Funding-own savings, family/friends & relatives; Banks/lending institutions; Banking habits- crossing of cheques, utility of overdraft facility etc.; Equity vs. Debt- financingventure capital, angel funds; Capital mix-short term and long term capital sources; Factors determining efficient capital structure.
(B): Building a Powerful Marketing Plan (9 hours)
Building a guerrilla marketing plan, pin pointing the target market, plotting a guerrilla marketing strategy; Building a competitive edge; E-Commerce and entrepreneur.

Unit 3: Leading the Growing Enterprise (9 hours)
Leadership in the new economy, hiring the right employees; Building right organisational culture and structure; Challenge of motivating workers.

Unit 4: Planning for Management Succession. (9 hours)
Planning the management/leadership succession in the enterprise (Case studies of management style of efficient institutions).

Note: Case studies may be used in teaching various units.
Exercises:
The learners are required to:
1. Discuss important managerial issues for any small enterprise.
2. Study the capital structure mix of any organisation. Critically evaluate the same.
3. Design a marketing plan for any hypothetical start up.
4. Study the human resource mix of any organisation. Critically evaluate the same.
5. Discuss case studies management succession.

Suggestive Readings

- Berger, B. (Ed.). (1991). The culture of entrepreneurship (pp. 1-12). San Francisco, United States: Ics Press.
- Chhabra, T. N. (2009). Entrepreneurship development. Delhi, India: Sun India.
- Prasad, L.M. (2004). Business Policy: Strategic Management. Delhi, India: Sultan Chand & Sons.

Additional Resources

- Kaplan, J. M., & Warren, A. C. (2003). Patterns of entrepreneurship. Hoboken, United States: John Wiley & Sons, Incorporated.
- Zimmerer, T. W. & Scarborough, N. M. (2005). Essentials of Entrepreneurship and Small Business Management. United States: Pearson.

Note: Suggested readings will be updated by the Department of Commerce and uploaded on the Department's website.